

प्रसार भारती / Prasar Bharati
भारत का लोक सेवा प्रसारक / India's Public Service Broadcaster
प्रसार भारती सचिवालय / Prasar Bharati Secretariat
प्रसार भारती भवन / Prasar Bharati House
कोपर्निकस मार्ग / Copernicus Marg
नई दिल्ली / New Delhi-110001

No. OTT/2(02)/2024/Platform

Dated: 05.08.2024

Subject: Notice Inviting Applications for on-boarding linear satellite TV channels for streaming on Prasar Bharati's OTT Platform

1. Prasar Bharati invites applications for on-boarding permitted/licensed linear satellite TV channels for streaming on Prasar Bharati's OTT Platform for a period of one year. The starting date will be considered the date on which the streaming channel is placed on the OTT platform. (Please refer NIPP dated 19th July 2024 on Prasar Bharati's website <http://prasarbharati.gov.in>).
2. Only satellite channels, permitted/licensed by the Ministry of I&B for downlinking/distribution in India under relevant guidelines are eligible for streaming on Prasar Bharati's OTT platform.
3. Only companies holding valid permission/license from Ministry of I&B for downlinking/distribution of satellite TV channel can apply for participation in selection process in respect of their own channels for on-boarding on PB OTT Platform.
4. Broadcasters desirous to place channels on OTT platform will be required to provide SCTE-35 /ad marker enabled feed of channel, which can signal the start and end times of advertisements breaks, of the channel.
5. Categorization of TV channels with genres/language of channel for on-boarding on PB OTT Platform will be as below:

S. N.	Genre/language of channel
i)	News & Current Affairs National Channels of Hindi language
ii)	News & Current Affairs-English language
iii)	Non-News & Current Affairs National channels (All languages)
iv)	Non-News & Current Affairs Regional channels

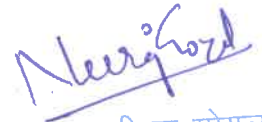
6. The clean feed of successful channel will be carried on OTT platform on revenue sharing basis which will be in the ratio of 65:35 of the net revenue generated from the channel by inserting advertisements (65% to channel & 35 % to Prasar Bharati).

Net revenue for this purpose is defined as revenue earned from the channel after adjusting all costs borne by Prasar Bharati for the respective channel such as transcoding cost, CDN cost, commission of the Ad agency hired for Ad insertion.

7. Advertisements on OTT stream will be inserted by Prasar Bharati, at appropriate juncture of the stream as per the availability of SCTE-35 marker. If Prasar Bharati is not able to fill the entire ad

duration, the left over duration will be utilised for promos of Prasar Bharati and the respective streaming channels.

8. Broadcasters desirous of streaming their channel(s) on PB OTT are required to provide clear and unambiguous proof in support of genre & language classification of their channel. In case of lack of clarity, ambiguity or conflicting information, applications will be deemed ineligible and may be summarily rejected.
9. All applicant TV channels will be ranked on the basis of DAVP rates card. The selection criteria will be on the basis of the highest rate of a channel under all the time bands, among each of the above categories. Channels having highest rates as per DAVP rates card, in the respective category, shall be selected for streaming on OTT Platform.
10. Interested broadcasters may apply in the prescribed application form given at **Annexure-1** along with all requisite documents as prescribed in the **Annexure-2**.
11. The duly filled in application along with the required documents as mentioned in the Annexure-2, may be emailed at ddfreesdish@prasarbharati.gov.in latest by **12th August (Monday) 2024 by 05.00 P.M.**
12. For detailed terms & conditions, selection process etc. please refer to clause 11.2 (*Streaming Collaboration with Satellite Channels and FAST Channels*) under chapter 11 of 'Prasar Bharati's Content Sourcing Policy 2024' which is available on the Prasar Bharati website, <http://prasarbharati.gov.in>.
13. A 'Letter of Allotment' will be issued by Prasar Bharati to successful channels.
14. Every successful channel will be required to sign an 'Agreement' with Prasar Bharati in two original copies within 15 days of issue of 'Letter of Allotment'.
15. Successful Channels will be required to provide such technical details as required for on-boarding the feed on OTT Platform.
16. The Last Date for submission of applications is **12th August (Monday) 2024 by 05.00 P.M.**


नीरज गोयल
उप निदेशक (अभि.)

ANNEXURE-1

Application form for on-boarding linear TV channels for streaming on Prasar Bharati's OTT Platform

S.No	Particular	Details
1.	Name of the applicant company holding channel permission	
2.	Name of Channel applied	
3.	Registration No./permission No. of applied channel issued by Ministry of I&B	
4.	Genre & language of applied channel <i>(Pease tick the appropriate box)</i>	i) News & Current Affairs National Channel of Hindi language <input type="checkbox"/> ii) News & Current Affairs-English language <input type="checkbox"/> iii) Non-News & Current Affairs- National channel <input type="checkbox"/> iv) Non-News & Current Affairs- Regional channel <input type="checkbox"/>
5.	Registered Address of the applicant Company	
6.	Work Address of the applicant Company	
7.	Name, designation and contact details (Mobile/Landline number) of principal officer(s)/person(s) to be contacted	
8.	Authorised Email Id for communication	
9.	PAN No. of applicant Company	
10.	GST Registration details of applicant company	

I/we, ----- the applicant(s) do hereby declare that the above facts are correct in all respects.

Signature of Authorised Signatory

Place:
Date:
Signatory

Name & Designation of Authorised

(Seal of company)

ANNEXURE-2

List of documents to be submitted with the application

1. Copy of Downlinking permission of the TV channel issued by Ministry of Information and Broadcasting.
2. Copy of Uplinking permission of the TV channel issued by Ministry of Information and Broadcasting (If channel is uplinked from India).
(Please note: In case period of Downlink/Uplink permissions of channel has expired, please also provide copies of Downlink/Uplink renewal permissions or payment of requisite fee for renewal of permissions).
3. Copy of logo of channel permitted by Ministry of Information and Broadcasting. In case of change of name/logo, please also provide all past permissions for such changes.
4. Copy of document regarding empanelment of applied satellite TV channel with Bureau of Communication (DAVP) along with its rate card.
5. Documents in support of genre & language of the applied channel (*any one of the following*):
 - i. Documentary evidence for presence of channel on MSO/DTH platforms and genre & language in which channel has been placed in those platforms.
 - ii. Documentary evidence from regulatory/Govt. authorities (TRAI, MIB)/DAVP that could clearly establish the genre and language classification of the channel.
 - iii. Documentary evidence from Television rating Agency (eg: BARC) that could clearly establish their genre & language classification.
6. Undertaking in the prescribed format as per **Annexure-3**.
7. Authority letter in respect of person with phone no and email id authorizing to sign the application on behalf of the applicant company', in the format given in **Annexure-4**
8. Copy of PAN No. of Applicant Company.
9. Copy of GST Registration of Applicant Company

Note: Only satellite channels licensed by the Ministry of I&B are eligible for streaming on Prasar Bharati's OTT platform. Only Companies holding permission/license from Ministry of I&B for downlinking of satellite TV channel can apply for on-boarding of its own permitted/licensed channel on Prasar Bharati's OTT Platform.

ANNEXURE-3

Format of Undertaking (For 'genre & language of the applied channel)

I/We on behalf of (Name of applicant co.) hereby undertake that we have applied for placement of (Name of channel) on Prasar Bharati's OTT Platform

We undertake that the satellite TV channel (Name of channel) is licensed by Ministry of I & B to M/s (Name of licensee co.) and it pertains to (Genre of channel) in (Language of channel).

We further confirm that the information contained in the application form or any part thereof, including its exhibits, and other documents and instruments delivered to Prasar Bharati are true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its allotment process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading or conflicting, we are liable to be dismissed from the selection process or cancellation of allotment during the period of allocation, if allotted a slot on OTT.

Signature :

Date :

Name :

Designation :

Organization Seal :

ANNEXURE -4

Format of Certificate (For Authorized Signatories) on Letter Head

I ,....., the (Director/CEO/President/Secretary) of (Name of applicant co.) do hereby authorize Ms. / Mr. / Mrs. (Name of auth. Person) having authorized email id & Mobile Number provided below and whose signature is also set out below, to represent us in connection with participation in selection of our channel for streaming on Prasar Bharati's OTT Platform and bind the organization by authority of its board/ governing body. He / She is duly authorized to sign the application and all necessary correspondence in this regard on our behalf. His / Her explanations / statements will be binding on me/us without exception

Authorized Signatory's

Authorizing Authority

Specimen Signature:

Signature:

Name:

Name:

Designation:

Designation:

e-mail Id:

e-mail Id:

Mobile No.:

Mobile No.:

Organization's Seal:

Organization's Seal:

Place:

Date: